

EDUCATION

2012 - 2013	University of Wisconsin-Madison
	Attended Fall 2012 through Fall 2013
2014-2016 (Expected)	Louisiana State University
	Bachelor of Arts, Public Relations
	Minor in Business
	GPA: 3.01

SOCIAL MEDIA

Facebook:	Mike Haarala
Twitter:	@haarala_TDR
Instagram:	@mhaarala
Google+:	Michael Haarala
LinkedIn :	Michael Haarala
Email:	mhaara1@lsu.edu
Website:	michaelhaarala.com

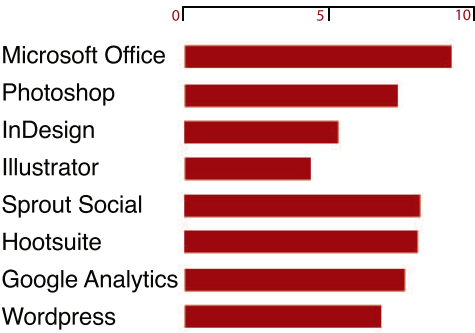
WORK EXPRIENCE

2014 - Present	The Daily Reveille
	LSU Football and Basketball Staff Writer
	Create LSU football and basketball content for both print and digital along with managing live LSU football and basketball social media updates .
2014 - Present	PEAK Conference Group
	Social Media Coordinator
	Create and curate content for use on various social mediums to build brand, engage with targeted audiences and build awareness for PEAK Conference Group events. Write press releases and assist in market research.
Summer 2014	MaxLite
	Utility Solutions Program Intern
	Generated content for marketing flyers, managed and updated Rebate Finder tool on MaxLite website, entered purchase orders for LED lighting and updated internal product database.
Summer/Fall 2013	EatStreet
	Product Development Intern
	Contributed to many different areas of the startup, such as writing for the EatStreet blog, assisting in social media campaigns, testing the phone sales program, and developing an internal corporate newsletter.

CAMPUS INVOLVEMENT

LSU Lacrosse
-January 2014 - Present
UW Madison Advertising Club
-Sept. 2013 - Dec. 2013
Worldwide Orphanage Relief Coalition
-Sept. 2012 - Dec. 2013
-Vice President of Membership Outreach
-Used social media to create buzz for WORC activities, created and strengthened relationships with UW students and built brand recognition for WORC.
b.Line Magazine Marketing Team
Sept. 2012 - May 2013
Sigma Phi Society
Sept. 2012 - Dec. 2013

SKILLS



REFERENCE

Avialable on request